

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter describes some theories related with the research problem. These theories related to culture, culture diversity, culture barrier, the aspect of culture barrier, the problems of culture barrier, the overcoming of culture barrier, and culture awareness. Accordingly, they are elaborated in the following parts:

2.1 Culture

Kim (1988) is defines culture as the way of life of a particular society or group of people, including patterns of thoughts, believe, behavior, customs, traditions, rituals, dress, language, arts, music and literature. It means that from a behavioral perspective, culture is the full range of learned human behavior patterns. Considering this definition, applied behavior analysis in itself has its own culture that have their own beliefs, customs, thoughts, and practices which in itself makes behavior analysis unique as a stand alone practice.

Culture, according to William (1998), is a set of rules and norms that are shared by members of the public which if carried out by its member's will bear behavior deemed feasible and can be received by all communities. So, culture is all of the socially transmitted behavior, arts, architectures, languages, sign, symbols, ideas, beliefs, norms, traditions, rituals, which are learnt and shared in a particular social group of the same nationality, ethnicity, religion, etc. It is handed down from one generation to another. It gives people their way of seeing the world and interpreting life.

From the definition above, it can be concluded that culture is from the way people think and behave. The behavioral patterns are generated by social interaction that produced by someone as a member of a community that is found through symbolic interaction. Thus, all these variations act as a barrier to effective communication when people belonging to different cultures communicate. Communication shapes culture and culture shapes communication.

2.2 Culture Diversity

Culture diversity based on Diller (1999) refers to the array of differences that exist among groups of people with definable and unique cultural backgrounds. Each culture, through its differences (in language, values, personality, family patterns, worldview, sense of time and space, and rules of interaction), generates a phenomenological different experience of reality.

Furthermore, Doherty &Chelladurai (1999) state that culture diversity reflects the unique sets of values, beliefs, attitudes, and expectations as well as language, symbols, custom, and behavior that individuals possess by virtue of sharing some common characteristics with others.

From the explanation above, it can be concluded that culture diversity culture is a set of norms that set standards for a society of what is acceptable behavior. Those are nothing more than a difference from the majority.

2.3 Culture Barrier

According to Cohen (1993), culture barrier is different cultural norm in every region even in countries. Different culture invites a restraint between two

people emotionally and behaviorally. In addition, language and region are the other aspect of culture barrier.

2.3.1 The Aspect of Culture Barrier

Based on to Cohen (1993), there are five aspects of culture barrier, namely: language, sign and symbols, stereotypes and prejudices, behavior and believe, ethnocentrism, and religion. Each aspect is described in the following sections:

1. Language

Language is the prime factor of culture barrier and different language invites people to miss their communication. There are billions of people in the world who do not understand English or cannot communicate in English properly. Not speaking properly can cause various misunderstanding and be a part of their heritage. People are comfortable communicating in their own language whereas have to work hard to learn new languages.

2. Sign and symbols (Semantics)

Nonverbal communication cannot be relied upon in communication between people from different cultures as that is also different like language. A sign, symbols and gestures varies in different culture.

3. Stereotypes and prejudices

Stereotyping is the process of creating a picture of a whole culture, over generalizing all people belonging to the same culture as

having similar characteristics and categorizing people accordingly. It is a belief about a certain group and is mostly negative. Stereotyping can be done on the basis of many things like nationality, gender, race, religion, ethnicity, age.

4. Behavior and believe

Cultural differences causes behavior and personality differences like body language, thinking, communication, manners, norms, etc. which leads to miscommunication. Culture also sets a specific norm which dictates behavior as they have guidelines for accepted behavior. It explains what is right and wrong. Every action is influenced by culture like ambitions, careers, interests, values, etc. Beliefs are also another cause for cultural barrier.

5. Ethnocentrism

Ethnocentrism is the process of dividing cultures as “us” and “them”. The people of someone's own culture are categorized as in-group and the other culture is out-group. There is always greater preference to in-group. There is an illusion of out-group as evil and inferior. This evaluation is mostly negative. If the culture is similar to us, then it is good and if is dissimilar, it is bad. Other’s culture is evaluated and assessed with the standard being their own culture. Ethnocentrism affects the understanding of message, and encourages hostility.

6. Religion

The same as language it is obvious but it is more difficult to solve.

Religious views influence how people think about others. It creates differences in opinions.

2.3.2 The Problem of Culture Barrier

According to Stella & Toomey (1999), there are three factors of culture barrier problems, namely: cognitive constraints, behavior constraints, and emotion constraints. Each aspect is described in the following parts:

1. Cognitive constraints.

These are the frames of reference or world views that provide a backdrop that all new information is compared to or inserted into.

2. Behavior constraints.

Each culture has its own rules about proper behavior which affect verbal and nonverbal communication. Whether one looks the other person in the eye-or not; whether one says what one means overtly or talks around the issue; how close the people stand to each other when they are talking--all of these and many more are rules of politeness which differ from culture to culture.

3. Emotional constraints.

Different cultures regulate the display of emotion differently. Some cultures get very emotional when they are debating an issue. They

yell, they cry, they exhibit their anger, fear, frustration, and other feelings openly. Other cultures try to keep their emotions hidden, exhibiting or sharing only the "rational" or factual aspects of the situation.

2.3.3 Overcoming of Culture Barrier

Over coming of culture barrier based on Wibbeke (2009), can be solved by four stages, namely; cultural intelligence drive, cultural intelligence knowledge, cultural intelligence strategy, and cultural intelligence action. Each aspect is described in the following sections:

1. **Cultural Intelligence Drive**

You can improve your cultural intelligence drive by talking to people who have worked in different countries or have travelled extensively. Ask them about their motivation, what they learnt and what they found challenging. Make a list of the benefits of learning about different cultures and think about the benefits you garnered from interacting with people from different backgrounds in the past.

2. **Cultural Intelligence Knowledge**

Improve your knowledge by reading and researching about different cultures. Attend a lecture on some aspects of a different culture, or visit a museum. Read articles or join a community interest group. Through education you acquire knowledge and

through knowledge you develop a greater understanding for cultures at large.

3. Cultural Intelligence Strategy

This refers to how mindful you are of diversity and how well you plan your interactions by summarizing your knowledge about a different culture; thinking about things that you might say or do that would make the person comfortable/uncomfortable, checking in during an interaction to see if your expectations were correct.

2. Cultural Intelligence Action

You need to adapt your behavior to suit different cultural situations by practicing a new behavior so that it becomes more natural, acting out a specific behavior that is different from your norm, watching others of different cultures and trying to learn from their actions.

2.4 Culture Awareness

Culture awareness is the foundation of communication and it involves the ability of standing back from us and becoming aware of our cultural values, beliefs and perceptions (Quappe & Cantatore, 2011).

It implies that cultural awareness entails an understanding of how people are aware about their values, behavior, beliefs, and basic assumptions which is influenced by their culture itself.

According to Quappe & Cantatore (2011), there are several levels of cultural awareness that reflect how people grow to perceive differences, namely: parochial stage, ethnocentric stage, synergistic stage, and participatory stage. Each aspect is described in the following parts:

1. Parochial stage

At this stage, people aware of their way that is the only way of doing things. They do not care about the effect of cultural differences.

2. Ethnocentric stage

The second stage, people are aware of other ways, but they still thought their way is the best one. The cultural differences are perceived as the source of problems and people prompt not to care about them.

3. Synergistic stage

The next stage, people are aware of their own way and others of doing things, and they choose the best way based on the situation. In this stage, cultural differences are perceived not only as the problems but also the advantages to create new solutions and alternatives.

4. Participatory stage

At the last stage, people from different cultural background get together for the creation of a culture of shared meanings. They create new meaning and rules to meet the needs of a particular situation.